

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 24, 1997

RJR Account #332400
Mr. F. Kowalski
KEYCO DISTRIBUTING

DORAL \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004

Dear Frank:

DORAL \$1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 15 SKUs of preassembled Counter Displays (Item #535481) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

| <u>Promoted</u> <u>Product</u> | <u>Brand Styles</u> | <u>UPC Code</u> |
|-----------------------------------|---------------------|-----------------|
| 1 | Doral Lt Men 100 | 12300-24752 |
| 1 | Doral FF 100 | 12300-24751 |

Product / Premium Arrival: **January 5, 1998**
Ship Date to Retail: **Week of: January 19, 1998**

Displays (Item #535481)

SKU CUBE: **0.4965**
SKU WT (w/o Product): **1.5625 lbs**
Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Savings Cartons**

EFT \$ Amount: **\$303.60**

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\$1.00 2-Pack Tear Tape
KEYCO DISTRIBUTING

Promotion Description:

Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. Two cartons of each of the 2 brand styles should be placed in Counter Display and shipped to retail.

Brand Styles: Doral Lt Men 100 / Doral FF 100

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$9.80 (.70 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: J. McLean

L. E. MacWilliams

Att: Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WORKPLAN VAP TEMPLATE LISTING

PAGE: 11
DATE: 97-11-10
TIME: 09:12 AMWHOLESALER : 332400 KEYCO DISTRIBUTORS, INC. <DIRECT>
TEMPLATE : 800004 80100 DOR JAN S1/2 NO
TEMPLATE SEQ : 0023
SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|--------|--------|--------|---------------------|-------------------|--------------|----|-------|-----|-----|----------|----------|---------------|
| 162208 | 162224 | 182302 | HESS MARKET | ROUTE 487 | ORANGEVILLE | PA | 17859 | 1 | | | 29160 | (717)683-5737 |
| 162208 | 162220 | 185099 | COOKS STORE | 22 LEHMAN CENTER | LEHMAN | PA | 18627 | 1 | | | | (717)675-2811 |
| 162208 | 162220 | 185382 | MIDWAY BEVERAGE | MIDWAY S C | WYOMING | PA | 18644 | 1 | | | | (717)693-3395 |
| 162208 | 162220 | 247618 | BONANZA BEVERAGE | MEMORIAL HIGHWAY | DALLAS | PA | 18612 | 1 | | | | (717)675-8411 |
| 162208 | 162222 | 380071 | WILBURS COUNTRY STO | RR 2 BOX 60 | FALLS | PA | 18615 | 1 | | | | (717)388-6700 |
| 162208 | 162224 | 775729 | FINNS NEWS AGENCY | 9E MAIN ST | BLOOMSBURG | PA | 17915 | 1 | | | | (717)387-0710 |
| 162208 | 162222 | 777376 | COOLBAUGHS | RR 1 BOX 203 | PITTSSTON | PA | 18643 | 1 | | | 20055 | (717)388-6558 |
| 162208 | 162220 | 875309 | S&J GROCERY & DELI | 48 ASHLEY ST | ASHLEY | PA | 18706 | 1 | | | | (717)829-8188 |
| 173806 | 173820 | 499689 | Q STOP, INC. | R.D. #1 | HAZLETON | PA | 18201 | 1 | | | | (717)459-2414 |
| 173806 | 173820 | 651406 | WYCHOCKS MT TOP BEV | 75 S MOUNTAIN BLV | MOUNTAIN TOP | PA | 18707 | 3 | | | | (717)474-5577 |
| 173806 | 173824 | 711846 | FRACKVILLE NEWS | 31 S LEHIGH ST | FRACKVILLE | PA | 17931 | 2 | | | 25510 | (717)874-0850 |
| 173806 | 173820 | 183940 | SHARPS NEWS INC | 2 E RIDGE ST | LANSFORD | PA | 18232 | 1 | | | 46270 | (717)645-4616 |

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 15

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 15

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WHOLESALE PACKING INSTRUCTIONS

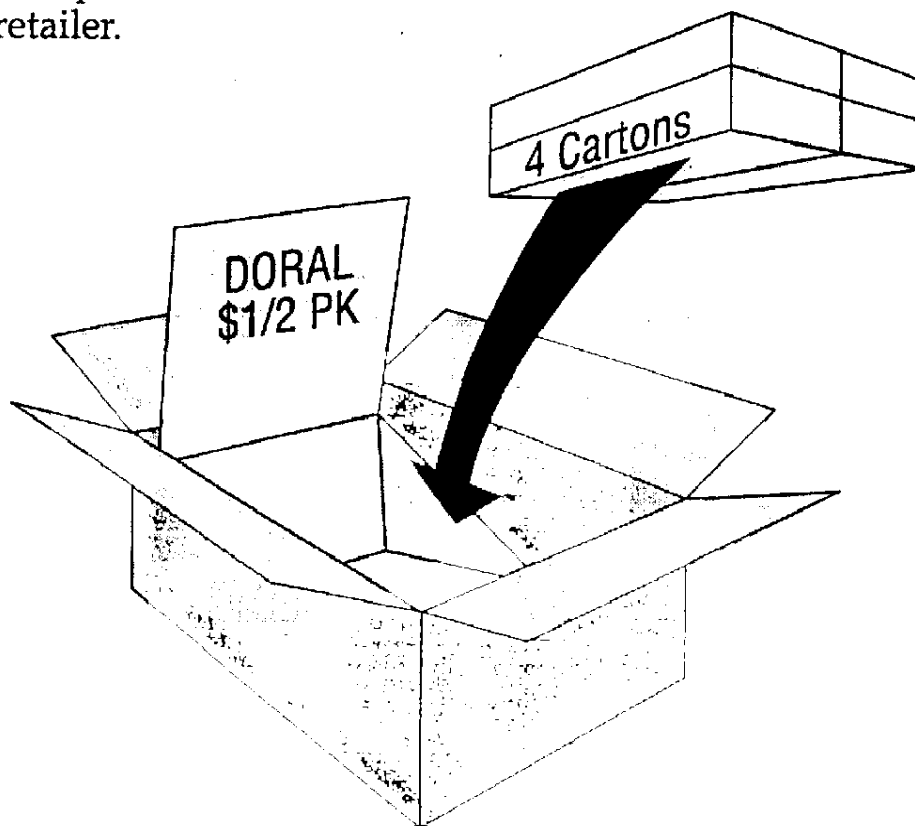
VALUE ADDED PROMOTIONS

1ST QTR.'98

January DORAL \$1.00/2 PK
(\$1.00 off 2 packs—Pack Outlets, CTS Pack)

STEPS

1. Open DORAL \$1/2 PK shipping case.
2. Place 4 cartons of Doral promotional product into shipper/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 535481 - Pack Outlets
535625 - CTS Pack

Description: DORAL \$1/2 PACKS Display / POS kit

* Pack 4 ctns per display
4 styles may not be
shipped to all Direct Acct.

| Brand Style | LIGHT | LIGHT 100 | LIGHT MEN 100 | FF 100 | | |
|-------------------|-------|-----------|---------------|--------|--|--|
| Number of Cartons | / | / | / | / | | |

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